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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (**Currently Amended**) A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data comprises: ~~an indication of the number~~

a sample size of visitors to the Internet website who are to participate in an ~~experiments~~ experiment, and

time-related information concerning the ~~experiments~~ experiment;

(b) randomly choosing visitors to the Internet website to comprise a sample of visitors to participate in the ~~experiments~~ experiment according to the configuration data;

(c) running the ~~experiments~~ experiment according to the configuration data on the randomly chosen ~~visitors~~ sample of visitors to produce sampling data, wherein the experiment comprises:

presenting a plurality of varied promotions to different visitors within the sample according to the configuration data; and

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measuring the effectiveness of the plurality of varied promotions on the

sample;

(d) dynamically determining an optimal promotion using real-time analysis of the

sampling data from the ~~experiments~~ experiment, wherein the optimal promotion

optimizes at least one economic variable selected from a group of economic variables;

and

(e) thereafter displaying the optimal promotion to the Internet merchant.

2. **(Currently Amended)** The method of claim 1, wherein said ~~configuration~~

~~data includes sampling parameters~~ at least one economic variable selected from a group

of economic variables comprises an economic variable of current interest to the Internet

merchant.

3. **(Currently Amended)** The method of claim 1, where said configuration data

includes potential promotions to be offered to the sampled visitors in step (c), and further

wherein if visitors that are not chosen to be within the sample are to receive a promotion,

the visitors that are not chosen to be within the sample receive a standard promotion.

4. **(Original)** The method of claim 1, wherein said configuration data includes

whether the sampling is to be performed continuously or at discrete intervals.

5. **(Previously Presented)** The method of claim 1, wherein said configuration

data includes data for segmenting the visitors into clusters.

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6. (Original) The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal promotion.

7. (Original) The method of claim 1, wherein said configuration data includes a minimum basket size for receiving a promotion.

8. (Currently Amended) The method of claim 1, wherein the determining step further comprises: when the optimal promotion is determined to lie between two tested promotions, the optimal promotion is allowed to lie between the two tested promotions, wherein an interpolating function is utilized to automatically determine the optimal promotion displayed to the Internet merchant said random sampling is performed on the entire population of visitors to the website.

9. (Original) The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.

10. (Original) The method of claim 9, wherein an optimal promotion is determined for each group.

11. (Original) The method of claim 10, additionally comprising updating the website such that a visitor is offered the optimal promotion determined in step (c) according to the visitor's group.

12. (Original) The method of claim 10, wherein groups are determined based upon prior purchasing behavior.

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13. **(Original)** The method of claim 10, wherein groups are determined based upon demographic characteristics.

14. **(Previously Presented)** The method of claim 1, wherein step (d) comprises determining a promotion that optimizes profit.

15. **(Previously Presented)** The method of claim 1, additionally comprising:

(f) automatically updating the website to use the optimal promotion determined in step (d).

16. **(Previously Presented)** The method of claim 1, additionally comprising:

(f) automatically updating the website to use the optimal promotion determined in step (d) if the optimal promotion meets a minimum threshold.

17. **(Previously Presented)** The method of claim 16, wherein said minimum threshold is that the optimal promotion determined in step (d) is a predetermined percentage better than a currently offered promotion for the product.

18. **(Currently Amended)** A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) randomly choosing visitors to the Internet website to comprise a sample of visitors to participate in experiments an experiment;

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(b) running the ~~experiments~~ experiment on the randomly chosen ~~visitors to the website~~ sample of visitors to produce sampling data, wherein the experiment comprises:

  presenting a plurality of varied promotions to different visitors within the sample; and

  measuring the effectiveness of the plurality of varied promotions on the sample;

(c) dynamically determining an optimal promotion using real-time analysis of the sampling data from the ~~experiments~~ experiment, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and

(d) thereafter displaying the optimal promotion to the Internet merchant.

19. **(Previously Presented)** The method of claim 1, wherein in step (d) the optimized economic variable is market share.

20. **(Previously Presented)** The method of claim 1, wherein in step (d) the optimized economic variable is customer satisfaction.

21. **(Previously Presented)** The method of claim 1, wherein in step (d) the optimized economic variable is a resource selected from the group consisting essential of shipping resources and manufacturing resources.

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